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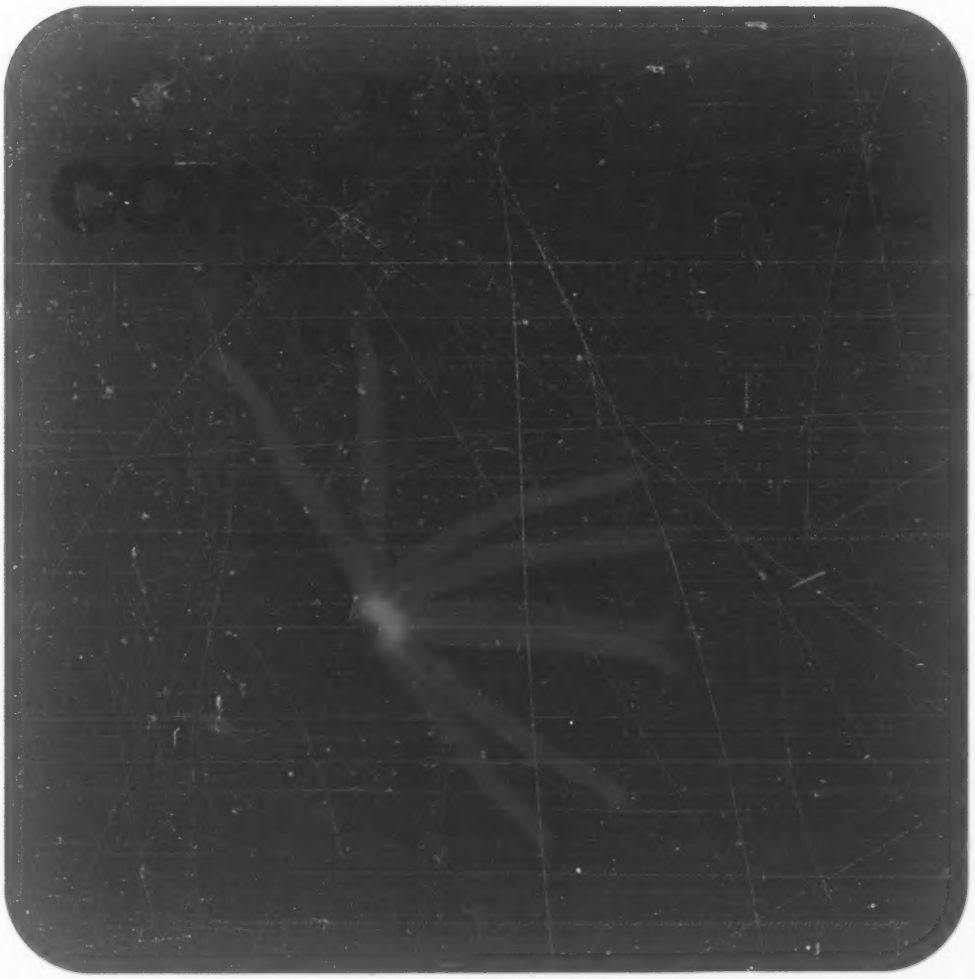
The Fifth Estate

RADIO TELEVISION CABLE SATELLITE

Broadcasting Jan 1



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59th Year 1990

1990: Fifth Estate Forecast

Barry Diller "At Large"

INTV in L.A.

Vol. 118 No. 1

Broadcasting Jan 1

Previewing the 90's... In first issue of new decade, BROADCASTING canvasses industry leaders for their views on what's in store for Fifth Estate. **PAGE 35.**

The Fox difference... In this "At Large" interview, Fox Broadcasting's Barry Diller talks about burgeoning fourth network and its growing challenge to big three. **PAGE 40.**

Sunny outlook... Association of Independent Television Stations President Jim Hedlund sees bright future for his industry on both business and regulatory fronts. **PAGE 54.**

62/ ***ON THE FLOOR***
More than 50 companies will be exhibiting at INTV's annual convention this year in Los Angeles (Jan. 3-6).

76/ ***BACK TO THE FUTURE***
Nostalgia-oriented programing may be next trend in reality genre for next fall's syndication marketplace.

78/ ***NEW AGAIN***
DLT Entertainment Ltd. brings back old shows with new twists.

80/ ***LEFTOVERS***
Study commissioned by NCTA says cable has established itself in sports

by covering events that broadcasting has overlooked or abandoned.

83/ ***EYEING THE FUTURE***
Society of Motion Picture and Television Engineers will discuss future TV technology at meeting in Disney World in Florida (Jan. 26-27).

87/ ***MSO ANALYSIS***
Cable MSO stock prices come back down after outperforming overall stock market during most of 1989. Some blame Washington regulation for recent sell-off, but reasons may be more numerous.

88/ ***SPORTS RATING DATA***
A.C. Nielsen pitches ADI figures to regional sports networks.

89/ ***RADIO GROWTH***
Radio station operators expect moderate revenue growth in 1990.

94/ ***CUBAN CLASS***
Broadcasters and members of Congress return from fact-finding trip to Cuba with impression that Cubans are serious about jamming future TV Marti.

106/ ***HOSTAGE***
CBS News producer Jon Meyersohn (below) relates details of being held

hostage in Panama following U.S. military invasion of country.

95/ ***FCC ACTION?***
Commission may hold hearing to determine if GAF Broadcasting is fit licensee of WNCN(FM) New York in wake of conviction last month of licensee's parent corporation and one of its top executives on federal stock fraud charges.

98/ ***SECOND IN COMMAND***
Turner Broadcasting System's chief lieutenants, Terry McGuirk and Gerry Hogan, discuss what's next for TBS.

103/ ***MARKET-DRIVEN***
During open meeting carried on ESPN, heads of NFL, MLB, NBA and NHL say consumers will decide mix of sports on cable, "free" TV and PPV.

106/ ***NO OFFER***
After failing to come to terms, NBC News withdraws its employment offer to David Nuell to head *Today* show.

107/ ***INDUSTRY UPDATE***
BROADCASTING's update of communications issues.

135/ ***BOTH SIDES NOW***
With experience in private sector and government, Anita Wallgren, vice president of corporate relations and administration for Great American Broadcasting, and member of NAB TV board, brings dual perspective to her job.

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BY THE NUMBERS 1

CBS's *Murphy Brown*, at right, pulled into the top 10 for the first time this, or last, season by averaging a 17.6 rating and a 26 share for Week 14. The lead-in audience provided by *Lucy's Christmas Special* at 8:30, which ranked sixth (18.5/27), helped *Murphy* post its best numbers this season. *Murphy*, which has a season-to-date average of 14.8/22, tied with NBC's *In the Heat of the Night* to rank ninth for the week.

The NBC one-hour show has a season average of 17.3/26.

NBC won Week 14 with a 12.8/22.5, but CBS came in second, boosted by Friday and Sunday night wins. On Friday, CBS averaged a 14.6/25.7, while NBC had a 10.8/19 and ABC an 11.9/21. CBS's prime time average for Week 14, 11.7/20.6, bested ABC's 11.3/20.

"By the Numbers" continues on page 20

RATINGS ROUNDUP

Week 14 □ Dec. 18–Dec. 24

Rank/rating	□	Network	□	Show
1	▲	21.7/34	N	*Cheers*
2	▼	21.4/32	A	*Roseanne*
3	▲	19.8/31	N	*Dear John*
4	▼	19.6/32	N	*Cosby Show*
5	-	16.6/30	N	*Different World*
6		18.5/27	C	*Lucy's Christmas Special*
7	▲	16.0/32	A	*Monday Night Football*
8	▲	17.7/30	N	*L.A. Law*
9	▲	17.6/27	N	*In the Heat of the Night*
9	▲	17.5/26	C	*Murphy Brown*
11	▼	17.4/30	N	*Golden Girls*
11	▲	17.4/27	N	*Matlock*
13	▲	17.0/28	N	*Unsolved Mysteries*
14	▼	16.8/25	A	*Wonder Years*
15	▲	16.8/25	C	*Designing Women*
16	▼	16.5/27	N	*Empty Nest*
17	▲	16.1/25	A	*Coach*
18	▲	15.3/28	C	*Newhart*
19	▼	15.1/24	A	*Who's the Boss?*
20		15.0/25	C	*Frosty the Snowman*
21		14.8/26	C	*CBS Friday Movie*
22	▲	14.2/24	A	*Growing Pains*
23	▲	14.0/23	A	*Head of the Class*
23	▲	14.0/24	C	*Knots Landing*
25		13.9/22	N	*Night Court*
26	▲	13.8/24	A	*Full House*
26		13.8/26	N	*Harvey*
28	▲	13.6/21	C	*Major Dad*
29		13.5/24	C	*Charlie Brown's Christmas*
29	▲	13.5/23	C	*Jake and the Fatman*

Rank/rating	□	Network	□	Show
31	▲	13.0/22	N	*Midnight Caller*
32		12.7/21	C	*Garfield's Christmas*
33	▼	12.6/20	A	*Doogie Howser, M.D.*
34	▼	12.5/22	N	*Amen*
34	▲	12.5/21	C	*Doctor, Doctor*
36	▲	12.4/22	A	*2020*
37	▲	12.1/19	C	*Rescue: 911*
38		12.0/20	N	*My Two Dads, Wed.*
39	▲	11.7/20	A	*Family Matters*
40	▲	11.6/19	A	*MacGyver*
41		11.5/18	C	*Claymation Christmas*
41	▼	11.5/17	N	*NBC Monday Movie*
43	▲	11.5/20	N	*True Blue*
44	▲	11.3/20	C	*Wiseguy*
45		11.2/28	C	*60 Minutes of Entertainment*
46	▼	11.2/20	A	*Perfect Strangers*
46		11.2/18	A	*Psychic Detectives*
48	▲	11.1/20	N	*Quantum Leap*
49	▼	10.8/19	N	*227*
50	▲	10.5/19	N	*Mancuso, FBI*
51	▼	10.4/17	A	*Anything but Love*
52	▲	10.3/18	N	*Baywatch*
52	▲	10.3/18	C	*Island Son*
54	▼	10.1/18	A	*Just the Ten of Us*
55	▼	10.0/17	C	*Beauty and the Beast*
55		10.0/1	A	*China Beach*

Rank/rating	□	Network	□	Show
55		10.0/16	N	*Christmas in Washington*
58		9.7/17	C	*Paradise*
59		9.7/17	A	*thirtysomething*
59	▲	9.7/15	A	*Young Riders*
61	▼	9.5/21	C	*CBS Sunday Movie*
61	▼	9.5/23	C	*Murder, She Wrote*
63		9.3/17	A	*ABC Saturday Movie*
64	▼	9.1/15	C	*CBS Tuesday Movie*
64	▲	9.1/15	A	*PrimeTime Live*
66		8.6/20	N	*Super Bloopers-Jokes*
67	▼	8.5/19	A	*ABC Sunday Movie*
68		8.2/14	C	*Tour of Duty*
69		7.7/14	A	*Julie Andrews Christmas*
69	▲	7.7/14	C	*Sat. Night with Connie Chung*
71		7.1/17	N	*ALF's Special Christmas*
71	▼	7.1/16	F	*Married...With Children*
73	▼	6.5/16	N	*Magical World of Disney*
74		6.2/11	F	*Simpsons Christmas Special*
75	▲	5.9/10	F	*Cops*
76		5.8/14	F	*Totally Hidden Video*
77		5.7/13	N	*Cosby Salutes Alvin Ailey*
78	▲	5.4/8	F	*21 Jump Street*
79	▲	5.0/7	F	*Alien Nation*
80	▲	4.7/12	A	*Free Spirit*
81		4.6/12	A	*Life Goes On*
82	▼	4.4/10	F	*Open House*
83	▲	4.3/7	F	*Reporters*
84	▼	4.1/10	F	*Booker*
85	▼	3.4/8	F	*Tracey Ullman Show*
86		2.7/5	F	*Garry Shandling's Show*

FREEZE FRAMES: Syndication Scorecard

Week ended Dec. 10

Rank	Program (Syndicator)	Rtg	Stns	Covg
1	Wheel of Fortune, syn. (King World)	14.6	229	99
2	Jeopardy! (King World)	12.9	215	98
3	Cosby Show (Viacom)	10.1	203	98
4	Star Trek: Next Generation (Paramount)	9.7	233	97
5	Oprah Winfrey Show (King World)	9.6	212	98
6	Current Affair (20th Century Fox TV)	9.1	187	95
7	Wheel of Fortune, wknd (King World)	8.8	196	87
8	Entertainment Tonight (TPE)	8.4	162	95
9	Diamond Jubilee (Paramount)	7.8	165	93
10	Donahue (Multimedia)	6.7	221	99
11	Star Search (TPE)	6.5	150	95
12	Geraldo (Paramount)	5.8	195	97
13	Chip 'N Dale (Buena Vista Television)	5.5	171	96
14	People's Court (Warner Bros. Domestic TV)	5.3	174	90
15	Mama's Family, syn. (Warner Bros. Domestic)	5.2	171	90

The following shows were rated, but not ranked

World Wrestling Federation (WWF)	9.2	239	96

Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

Summary of Broadcasting & Cable

BROADCASTING

SERVICE	ON AIR	CPs [1]	TOTAL *

CABLE†

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 18

ABC won the evening news race by averaging an 11.8/21. CBS had an 11/20 and NBC a 10.8/20.

For the book of days, ABC won one night, Monday, while CBS won Friday and Sunday and NBC took Tuesday through Thursday and Saturday.

Sunday night, Christmas eve, pushed HUT levels down to 43.2%, compared to Week 13's Sunday HUT of 63%. One of the major casualties for the viewing night was the precepitous drop in ratings for CBS's *Murder, She Wrote*, which plummeted from 11th place in Week 13 to 61st for Week 14 when the show scored a 9.5/23.

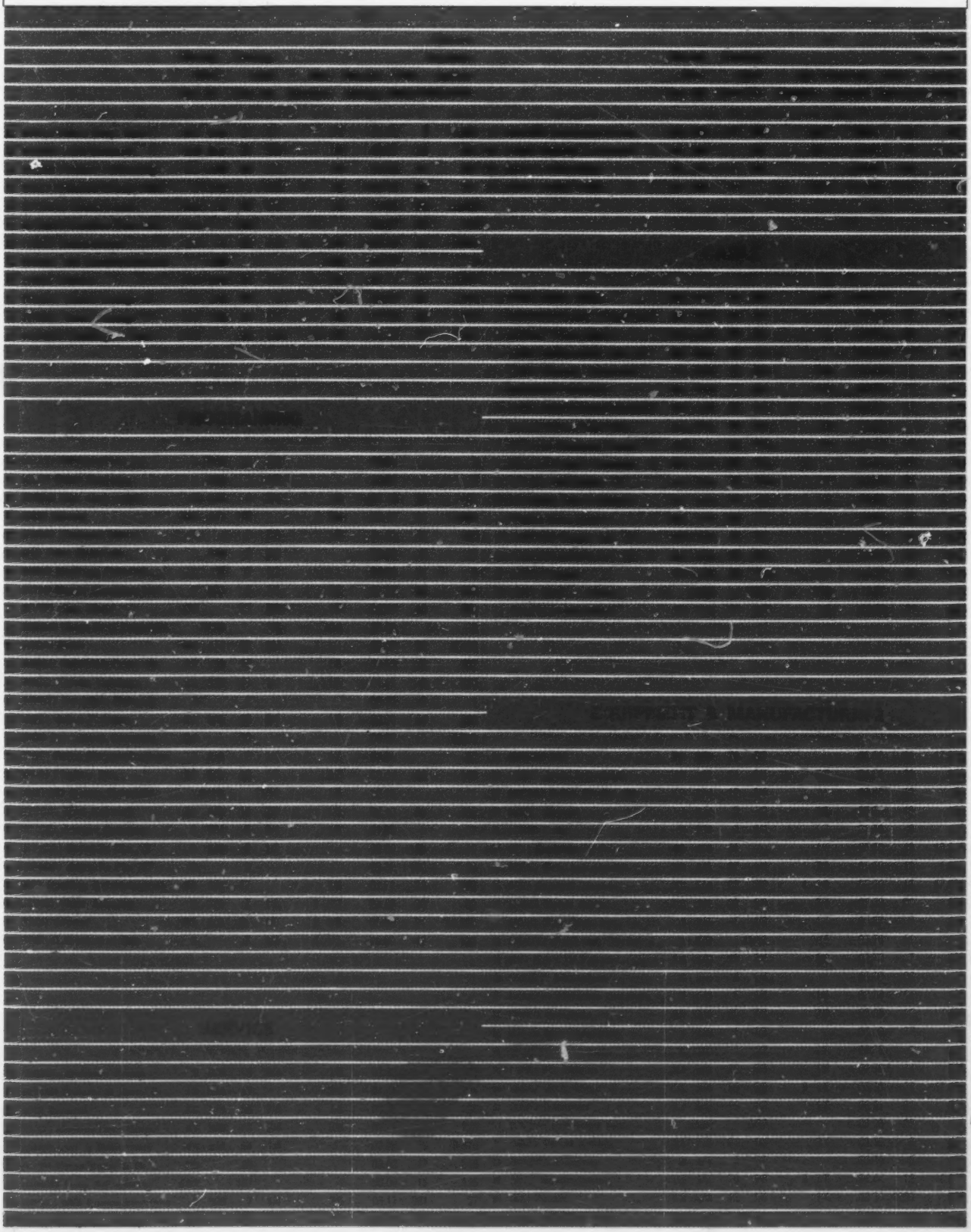
MarketScope

The S&P Industrials gained 6.30 points to close at 398.16 on Wednesday, Dec. 27, an increase of 1.6%. The advance-decline ratio for 127 stocks tracked on the Stock Index stood at 60-40 with 27 unchanged, a positive turnaround from the previous week's 20-90 ratio when 18 stocks were unchanged (and the S&P had fallen 11.21 points to 391.86). Disney (symbol DIS) dropped another 2¾, or 2.45%, to close at 109¼, after the previous week's 18¾ point tumble. MCA lost 1¼ to close the week at 61¼. Capcities/ABC (CCB) picked up seven points to close at 538. Previously, CCB had dropped 15¼, or 2.8%. The Washington Post's Class 'B' (WPOB) stock gained 6½ to close at 275. Video Jukebox (JUKE) picked up 1¾, or 24.6% during the week to close at 8⅞. Westwood One (WONE) moved up 1½, 20%, to close out last Wednesday at 9.

Stock Index Notes: T-Toronto. A-American. N-NYSE. O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P/E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

STOCK INDEX 2



"Ivory Tower" and smell the coffee, Mr. Read. It may be the in-thing to blame the media, but it's way off the mark.—*Lawrence J. Tighe Jr., president-general manager, WRNJ(AM) Hackettstown, N.J.*

EDITOR: Now let me see if I understand. An instructor at a college ("Open Mike," Dec. 18) is complaining about TV because his students don't know whether Daniel Ortega is president of Israel or whatever. Right? And this same instructor doesn't think that's funny.

Good for him. Those of us in the field of life think it's scary, and I, for one, suggest they call a faculty meeting at Columbia College, find out if the faculty knows who Daniel Ortega is, find out if anyone is teaching anyone anything before they get to Columbia College and re-examine the role of education in the United States and try and discover if educators have any responsibility to teach or if they just see themselves as adjuncts to the media.

If students can't locate the United States on a map or distinguish between Iran and Iowa; if, by the time they get to college, they don't know where Central America is, or Poland; if the only things they bother to memorize are the words in beer commercials, I suggest it is not the media that is guilty of "trivializing," it is the so-called "educational" system. Apparently, the media is more successful at motivating students to learn something—anything—than the school system. Not too surprising, perhaps, when the instructors are not only willing but eager to blame their students' ignorance not on themselves, but on the media.

In the past year there have probably been hundreds of hours of programing on TV and radio about Mr. Ortega, his country, his enemies and his abhorrence of the United States. Probably a couple of tons of newsprint have been devoted to the subject as well. So I have a challenge for Mr. Read: If you are going to blame the media for the stupidity of your students, at least try and teach them to watch something besides the ball games and MTV. The media, which, by the way, includes newspapers, magazines, radio, movies and billboards as well as television, has a great deal to offer. Do you?—*Joe Meier, Danville, Calif.*

Doesn't see it

EDITOR: I was more than a little bemused at Christopher Zimmerman's Nov. 27 "Monday Memo" on public television.

Throughout his commentary, Zimmerman takes great pains to note that public television is different from commercial television. At one point he writes: "This is not to suggest that we succumb to commercialism or follow the lead of our cable brethren." If one accepts the definition of advertising as a message or messages to promote the sale of services or products, then public television seems to be engaged in commercialism full bore. Not only are there sponsor messages prior to the start of almost every program, but long-form programs are interrupted every 20 minutes for a 20-minute commercial for public television.

On the other hand, he also writes: "For those stations seeking more time for forward promotion, increased underwriting opportunities or a more localized look, these 'time-outs' are natural opportunities." I fail to see the difference between a public station giving me a 20-minute pitch for giving money to their cause and a 30-second one from Texaco on a commercial station.

A horse by any other color still drops manure.—*Richard Gleick, RHG Communications, Winter Park, Fla.*

Future shock

EDITOR: With 37 years of radio broadcasting under my belt, I think I can offer a few insights on radio's future for the young and anxious in coming generations. If you choose commercial radio as a career, please keep in mind that although you may possess talent, new ideas and lots of ambition, you fail before you get started because of an ancient lobby of investors whose craze for money eliminates creativity, talent or loyalty. These are the folks who came up with "satellite radio," where a local station subscribes to a service fed to many stations around the country.

This satellite system does two things: It allows the local station to abandon its audience, for amusement and messages from outside the local area effectively put hundreds of local personalities out of work. If you question those implementing this satellite service, they will simply declare this to be the wave of the future. This wave of the future actually is outside influence affecting local thought, economy and, in some cases, political policy.

Yes, I say to young folks talking about radio as a possible career, don't get involved. Radio is two things today: radio real estate and an eventual system where all thought, music, ideas and direction will emanate from one point in this country. I tell them radio is big bucks and has no further room for the young would-be broadcaster.—*F. Bruce Parsons, program director, WENG(AM) Englewood, Fla.*

Update

EDITOR: I want to update your readers on the progress of the Disabled Journalists of America, and ask them for any information about obtaining funds or grants to obtain equipment to create a quarterly newsletter. I am also seeking cooperation from radio and TV professionals in opening new job opportunities to disabled broadcasters everywhere.

During the past two years, I have received many encouraging letters and phone calls to let me know that a consumer organization of and for disabled journalists needs to exist. I am happy to write that the Disabled Journalists of America does and will continue to exist until all qualified disabled journalists are gainfully employed in mass communications jobs across America.

I am seeking new contacts from disabled radio and TV broadcasters and those who work in cable TV. I also welcome any broadcast station and radio and TV network professionals to help this new organization to grow and reach others who want to be broadcasters.—*David Shapiro, founder, Disabled Journalists of America, 484 Hammond Drive, Grinnin, Ga. 30223.*

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